

ERIC GARCETTI
MAYOR

August 14, 2013

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have appointed Ms. Bich Ngoc Cao to the Board of Library Commissioners for the term ending June 30, 2018. Ms. Cao will fill the vacancy created by Adam Nathanson, whose term expired on June 30, 2013.

I certify that in my opinion Ms. Cao is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Garcetti', with a stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Bich Ngoc Cao
Commission: Board of Library Commissioners
End of Term: June 30, 2018

Appointee Information

1. **Race/ethnicity:** Asian Pacific Islander
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 13 - East
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Print Journalism and Political Science, University of Southern California
7. **Occupation/profession:** Digital Marketing Director, Harvest Records, Capitol Music Group
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appointment Date	Term Ends
Hirano-Nakanishi, Marsha J.	East	14	Asian Pacific Islander	F	05-Mar-09	30-Jun-16
Madison, Paula	South Valley	2	African American	F	10-Aug-10	30-Jun-15
Nathanson, Adam	West	5	Caucasian	M	29-Mar-13	30-Jun-13
Tinoco, Eduardo M.	South Valley	2	Latino	M	07-Nov-11	30-Jun-14
Walters, Rita D.	Central	4	African American	F	15-Feb-02	30-Jun-17

Bich Ngoc Cao

PROFILE

As an online marketing and social media strategist, Bich Ngoc Cao helps brands, artists and campaigns build their communities through social media, influencer relations and digital promotions. In 2013, Bich Ngoc joined Capitol Music Group's iconic Harvest Records, bringing her digital expertise to reboot a legacy label committed to advocacy for meaningful music and artists. Prior to co-founding the marketing and technology firm Shift14, Bich Ngoc created digital promotions and social media marketing campaigns for a roster of emerging artists on Warner Bros. Records. Previously, she worked closely with Tom Anderson, MySpace's co-founder and president, to build MySpace from a fledgling social network to a global entertainment destination. At MySpace, Bich Ngoc created Rock for Darfur, an annual philanthropic initiative that united one night of concerts around the world to aid refugees from Darfur, Sudan. After MySpace, Bich Ngoc joined Bobby Shriver and Bono to co-found and launch (RED), a unique product partnership amongst global brands such as Gap, Apple, American Express, Motorola and Converse, to help eliminate AIDS in Africa. At (RED), she worked tirelessly to cultivate a community of consumers who purchased (RED) products to fund \$100 million in AIDS programs.

A lifelong Angeleno and Silver Lake native, Bich Ngoc is committed to empowering young people to vote through her work with the organization Young Angelenos, and she's also a devoted Big Sister through Big Brothers Big Sisters of Greater Los Angeles. Bich Ngoc is interested in applying her skills to helping Los Angeles become a better place to live, work and play.

EXPERIENCE

Harvest Records, Capitol Music Group, Digital Marketing Director, Hollywood, CA – February 2013 to Present

- Relunched an iconic label previously best known for Pink Floyd to continue and evolve Harvest as the home of progressive artists
- Creating digital marketing strategies and campaigns for Harvest Records artists including The Olms, a new collaboration between Pete Yorn and J.D. King; Arthur Beatrice; Banks; Pangea; White Lies

Shift14, Co-Founder and Partner, Los Angeles, CA – May 2010 to February 2013

- Marketing, technology development and website production company
- Clients included Nederlander Concerts, Eric Garcetti for Mayor, 213 Ventures, Hotel Lautner, Minnesota Peace Project, Bobby Shriver, Central City Association, Cinedigm, Dangerbird Records, Los Angeles City Council District 13, Mom + Pop Records, Ramland Construction, Tracy Beckmann Design

Warner Bros. Records, New Media Marketing Director, Burbank, CA – February 2008 to May 2010

- Created and executed online marketing strategies for artists on the WBR roster including The Veronicas, Jenny Lewis, Lights, Charice, Michelle Branch, Alanis Morissette, Madonna – resulting in The Veronicas' platinum hit single "Untouched" and Charice's groundbreaking #8 Billboard album debut which was the first Top 10 debut for an Asian artist.
- Produced online marketing tools such as widgets, games, apps, artist websites
- Built and grew artist communities on their websites and social networking sites to engage fans and help build artists' careers, support album and single releases
- Quantified and assessed success of online promotions via tracking systems, statistics, conversion rates using Omniture, Google Analytics, Lyris, Silverpop, Facebook Insights, etc.
- Integrated e-commerce and monetization into online promotional campaigns. For Lights' e-commerce campaign, exceeded 2010 merchandise sales goal by 74%
- Discovered new sites and outlets to promote artists and maintain relationships with key sites and partners

(RED), Co-Founder and Community Outreach Manager, Los Angeles, CA – August 2006 to February 2008

- Created and produced viral, sustaining engagements for community members, including programs for (RED)'s website, newsletters, blogs, offline events, as well as (RED) partner websites such as Facebook, YouTube, Google, MSN, MySpace
- Worked with (RED) partners to develop, produce and distribute compelling content for (RED) consumers
- Set up event sponsorships and developed grassroots community marketing plans
- Conceived and developed (RED)'s co-promotional MySpace program to garner (RED)'s 600,000 friends
- Managed online marketing for product and media partnerships including brands such Gap, Apple, American Express, Hallmark, Motorola, Armani, Sprint, Dell, Microsoft and Converse

MySpace, Music Editor and Producer, Los Angeles, CA – August 2004 to August 2006

- As Music Editor of the site, steered direction of MySpace Music into a global entertainment destination and discovered and featured artists throughout the site
- Executed co-promotional music campaigns, including exclusive album premieres and secret shows
- Created special projects, including Rock for Darfur, MySpace's annual philanthropic initiative, that united one night of concerts around the world to donate proceeds to aid the refugees in Darfur, Sudan
- Served as President Tom Anderson's chief copywriter and editor for audience-wide communications, including MySpace's member newsletter (30mm+ distribution) and bulletins
- Set up event sponsorships and coordinated production of partner events and tours
- Designed and produced MySpace Music Videos section of the site

Buzztone, Project Coordinator, Los Angeles, CA – January to August 2004

- Coordinated marketing plan and projects, including PR, online marketing and events for music, automotive and film clients
- Edited and produced agency's monthly industry email newsletter

Women's Campaign Fund, Communications Intern, Washington, DC – June to August 2003

- Wrote press releases and fundraising pitch letters; edited marketing publications
- Designed and managed websites for the Women's Campaign Fund
- Planned fundraising events with political director
- Researched candidates for organization's political action committee

Office of Congresswoman Hilda Solis, Intern, Washington, DC – January to May 2003

- Communicated with constituents and processed their legislative and community concerns

Fanscape, Music Marketing Intern, Los Angeles, CA – May to August 2002

- Promoted bands such as Abandoned Pools and The Calling through online marketing campaigns

USC Office of Communications, Publishing Assistant, Los Angeles, CA – September 2000 to January 2004

- Edited university marketing materials for undergraduate and graduate admissions, including the award-winning USC viewbook, admissions websites and brochures
- Developed ideas and wrote content for university publications and websites
- Discovered that Neil Armstrong was a USC graduate student at the time of the moon landing, a fact USC had never previously promoted, and secured his support and original photo for a marketing campaign to prospective students and their parents

EDUCATION

University of Southern California, B.A., Print Journalism and Political Science, 2004

American University, Washington Semester Program in Public Law, 2003

ACTIVITIES & ACCOMPLISHMENTS

Young Angelenos, Co-Founder – 2012 to Present

Created an organization that brings young Angelenos together to define and achieve progress for our community by educating voters and working with our elected officials

Eric Garcetti for Mayor, Technology Committee – 2012 to March 2013

Helping shape Eric Garcetti's technology agenda for the City of Los Angeles as well as advising on technology initiatives for the campaign

Big Brothers Big Sisters of Greater Los Angeles – 2012 to Present

Mentoring a Little Sister and creating a program to help her reach grade-level literacy

White House Office of Science and Technology Policy, Roundtable Advisor – 2012

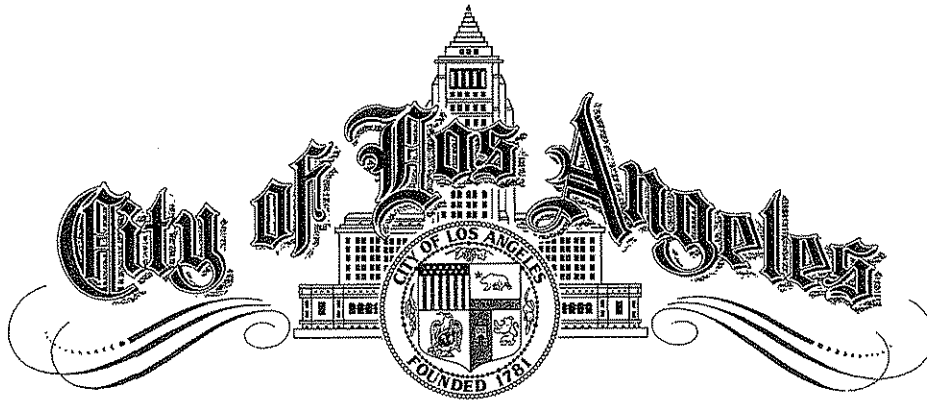
Advised White House Science & Technology Director John Holdren regarding the future technology needs of the City of Los Angeles

50 Ways to Love Your Country, Essayist – 2004

Published essay about the power of online petitions in MoveOn's 50 Ways to Love Your Country, a New York Times bestselling book about modern activism

Certificate of Special Congressional Recognition – 2000

Honored by Congressman Matthew "Marty" Martinez for community service



ERIC GARCETTI
MAYOR

August 14, 2013

Ms. Bich Ngoc Cao

Dear Ms. Cao:

I am pleased to inform you that I hereby appoint you to the Board of Library Commissioners for the term ending June 30, 2018. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Justin Gonzalez in my Office at (213) 364-0506 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Ethics Pledge, Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.

Ms. Bich Ngoc Cao
August 14, 2013
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As part of the City Council confirmation process, you will need to meet with Mitch O'Farrell, your Councilmember and the Chair of the Arts, Parks, Health, Aging and River Committee, to answer any questions he may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Arts, Parks, Health, Aging and River Committee. Some time thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Julie Ciardullo with the Mayor's staff will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Garcetti". The signature is stylized and written in a cursive-like font.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Bich Ngoc Cao
August 14, 2013

Nominee Check List

I. Within three days:

_____ **Get fingerprinted to complete a background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
California 90012. Phone: (213) 473-9343.

II. Within seven days:

Mail, fax or email the following forms to: Julie Ciardullo, Office of the Mayor,
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012
or fax: 213-978-0720 or email: julie.ciardullo@lacity.org.

_____ **Ethics Pledge**
_____ **Remuneration Form**
_____ **Undated Separation Forms**
_____ **Background Check Release**
_____ **Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail from that office.*

_____ **Statement of Economic Interest ("Form 700")**
IMPORTANT: The City Council will not consider your nomination until
your completed form is reviewed by the Ethics Commission.
_____ **Residence Verification Form**

IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:

_____ **Mitch O'Farrell, your City Councilmember and Chair of the Council
Committee considering your nomination (contact at 213-473-7013).**

Staff in the Mayor's Office of External Affairs will assist you with these
arrangements.